

Today

## I. Lurns Co. Ltd. Sues Co-Operative Dairy

Who Sold the Whisky  
A Bounty for Farmers  
Bonus for Babies

—By Arthur Brisbane—  
(Copyright 1929)

**B**ASERALL observed that President Hoover was wild in his pitch, throwing the ball that started Washington's baseball season. Technicians said that throwing the medicine ball had made the president a little strong on the wing. Wing is baseball language for corn. Intelligent baseball men will say to President Hoover, as the artist of old said to the ruler, annoyed at being excited by him, "God forbid that you should know as much about this as I know." There is such a thing as knowing too much about baseball.

**HENRY DE LA ESPERILLA**, now headed for the electric chair, admits killing his mother, but says: "I can't remember killing my mother. I was too drunk." Such a common-place incident in this boozing era hardly deserves a paragraph. It would be worse than useless to ask, what was done about the individual who sold the whiskey that caused the killing of two women.

**SENATOR McNARY** has invented for farm relief, one feature that will interest Europe's producers and capitalists in the United States. He would give farmers exporting produce a bounty amounting to half of the tariff charged on such products entering the United States. Organized capital will supply money to pay that bounty, since it has most of the money and pays the greater part of the income.

**C.N.R. Workers To Receive Increases**

Canadian Press  
NORTH BAY, Ont., April 20.—Increases of from two to five cents an hour to cover all the costs of the mechanical and kindred department of Canadian railways have been agreed as the result of a meeting between representatives of the railway and the federated trade union, in Montreal.

**The Day In Parliament**

**AGAIN SENTENCED**

SHANAGAN, Sask., April 20.—Found guilty for the second time of murdering Anna O'Connell, 26, slain in June last, William McGill, 27, was sentenced to life imprisonment to be hanged in January, 1930. McGill, charged with the murder, was sentenced to life imprisonment for the second time after a new trial. McGill committed a plea of guilty.

**The Weather**

Local Forecast—Edm.	Calgary	Regina	Saskatoon	Winnipeg	Brandon	St. Paul	Minneapolis	Chicago	St. Louis	Memphis	Indianapolis	Columbus	Philadelphia	New York	Boston	Washington	San Francisco	Hawaii
Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.	Partly clear, 61 to 71.

**Canada Arrests U.S. Coastguards In Lake Waters**

NAGARA FALLS, Ont., April 20.—Four Canadian coastguards were arrested today at Bridgeport, N.Y., for interfering with the fishing boats of the United States. The Canadian coastguard was engaged in running a fishing boat in the Niagara River. The boat was found to be in violation of the fishing laws of the United States. The Canadian coastguard was charged with interfering with the fishing boats of the United States. The Canadian coastguard was charged with interfering with the fishing boats of the United States.

**Will Redraft Bills For Alberta Lines**

**TO REMOVE BAIL ON WOMEN**

LONDON, April 20.—The Government has decided to remove the provision in the Criminal Justice Bill which allows a woman to be removed from bail on the ground of her being a prostitute. The Government has decided to remove the provision in the Criminal Justice Bill which allows a woman to be removed from bail on the ground of her being a prostitute.

**Mr. Jinks Favorite In Derby Betting**

**Crushed By Tractor**

CRANBROOK, B.C., April 20.—Robert Proctor, Nelson resident, died as a result of being crushed by a tractor. The tractor was being used to pull a log. The tractor was being used to pull a log. The tractor was being used to pull a log.

**Autoist Is Guilty**

**Decency Of Nude Dance Depends On Who Does It**

PRETTY BLONDE SHOP GIRL Fined \$100 for Performing "Au Naturel" Before Her Young Man on the Lawn

**News In Today's Classified Ads**

**Yukon To Alakic Flight Postponed**

DAWSON, Y.T., April 20.—The proposed flight by the Yukon Alakic from Dawson to Alakic has been indefinitely postponed. The flight was to be made by a biplane. The flight was to be made by a biplane.

**Veteran Sports Writer Dead**

**Phone Your Classified Advertising to 9324**

We Will Charge It

**Plan Location at Jasper and 112th Street**

Project of City Men Would Have Capacity for More Than 4,000





















**Building Phone 23461**

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**Phone 1121**

# Pure Food At Shasta Cafe Is Protected By Newest Frigidaire Equipment

All  
CONTRACT WORK  
in connection with the Boxes for the

## FRIGIDAIRE

installation at the  
SHASTA CAFE

was carried out by

**J. L. ARNETT**

11442 96th Street

Phone 71331

The New Frigidaire installation in  
the SHASTA CAFE required

## Special Water Coolers

which were manufactured and  
installed by us.

For Special Refrigeration Jobs — Ice Cream  
Cabinets — Bottle Coolers and Refrigerators  
Built to order — SEE US.

**Barry Sheet Metal Co. Ltd.**

Phone 5623

10171 98th Street

Bulletin Want Ads Bring Good Results

## Restaurant Now Has Automatic Cooling Equipment Installed

### Three Units Keep Right Temperatures

With the installations made to guarantee the perfect keeping of food used in the cafe so that it will reach the customers in the best of condition, the Shasta Cafe, popular dinner and supper restaurant, has had Frigidaire equipment installed throughout the entire establishment. The installations being made through the Bruce Robinson Electric (Alberta) Limited, local Frigidaire distributors.

Wherever cooling is needed the Frigidaire equipment has been installed, there being three separate units, each with a one-horse-power motor, in operation. The system includes coils for the cooling of two big cold storage rooms, a pantry box situated within easy reach of the cooks, a unit for the pastry cook, and the water cooling system, for the drinking water used in the cafe, in addition to the ice-making plant.

**Kept in Condition**  
As a result of these installations Shasta customers are assured of an absolute purity in their food, the cooling guaranteeing this as it keeps it in the right condition.

At the rear of the big Shasta kitchen there is the main storage room for meats. Here the temperature is kept around the 35 mark and the room has arrangements for the keeping of entire carcasses of meat and all kinds of fowl, spiced and pickled, each in its own compartment.

This room has an insulation layer of a three-inch thickness of cork board and the interior is finished in concrete and plaster, all covered with white paint.

**Cooling Coils Placed Overhead**  
The cooling coils are placed overhead in the room.

There are two four-foot coils of the finned type, 20 inches wide and 20 inches deep.

In front of the meat room is the short order room, where articles needed at a moment's notice are kept. It includes green stuff, cut meats, cold meats and cooked foods. The temperature here is maintained at from 38 to 42 degrees and the room has three large copper-finned coils to keep the interior at the proper temperature.

The coils here also are placed overhead and out of sight of the food.

**Room is Convenient**  
The room is so placed and the food arranged in such a manner that it is convenient to the employees of the cafe. Heavy cut meats are arranged so that they can be carried right to the range, while cooked foods are available in the right condition at a moment's notice.

In the big kitchen there is a pantry refrigerator in which the same type of coil is installed. Solid materials, plates, and materials which the cooks use are placed in here and the cooks need only to reach from the range to the refrigerator. Despite the heat from the range the Frigidaire equip-



ARCHIE P. NEWALL

ment and coils keep the correct temperature.

**Compressors in Cellar**  
The compressors, each operated by a one-horse-power motor, are situated in the basement of the building, and the copper tubes lead up to the short-order and meat-storage rooms.

The compressors operate entirely automatically, no attention being needed whatsoever, special installations, parts of all Frigidaire equipment, along the machine when the right temperature in the rooms has been reached and re-starting them when they become near the maximum temperature set for them.

The coil in the pastry baker's refrigerator is for the keeping of special baking materials and for special desserts which require freezing.

**Ice-Maker a Feature**  
A feature of the downstairs part of the cafe is the ice-maker, used for drinking water. This is a large dial of coils enclosing extra length pipes in which the water is placed. A total of 432 cubes can be made at one time, and there are also containers at the bottom in which the finished cubes can be placed and the pans made ready so that more can be made.

The holders for drinking water also are included in the Frigidaire system, assuring Shasta customers of extra-cool drinking water on hot summer days.

One compressor in the basement operates the ice-making plant, the bakery refrigerator and the water cooler.

Altogether the system has three one-horse power motors and eleven cooling coils.

The total cost of the installations were about \$3,000.

### Those Who Did Work

Construction work was done by J. L. Arnett and the Barry Sheet Metal works supplied the metal work. The Economy Electric company was responsible for the necessary electrical wiring.

Fresh butter and eggs, ice cream, etc., is supplied to the cafe by the Woodland Dairy Co.

The Frigidaire installations were made under the direction of Archie P. Newall, who has similar installations in other business houses to his credit.

**MEND IMMEDIATELY**  
Periodically examine your rugs and carpets and mend any hole or rip. If you cannot afford to replace them, a nasty fall can result from catching one's heel in a worn place in the rug.

### PASS IT ALONG

Never eat a hearty meal when very tired.

Pour boiling water through wine and grape juice stunts before using.

Clothes will iron more readily if dampened and folded for several hours.

Add a few drops of household ammonia to the water when spongeing wooden clothes.

At least eight glasses of water should be drunk each day by every person to keep well.

The two-piece mattress will last longer if the parts are changed about each time the bed is changed.

London has about 2,221 miles of streets and 357 miles of tramway lines.

The Electrical Installation Work on the

New Frigidaire Plant

WAS DONE BY

Your Next Electricians

**ECONOMY ELECTRIC**

Illuminating Engineers

9981 Jasper Ave.

Phone 6033

## Shasta Cafe

Serves

## Woodland Ice Cream

The Smooth

Delicious Kind

# The only electric refrigerator that offers Cold Control

Regulates temperatures at will . . . makes delicious new desserts possible

JUST as Frigidaire is the only electric refrigerator which offers patented self-sealing ice trays...an extra-powerful, incredibly quiet compressor...many exclusive features which add to convenience and simplicity...so today Frigidaire is the only electric refrigerator equipped with Cold Control.

The Cold Control is a simple dial which you can set at any one of six freezing speeds. For unusually rapid ice freezing there is one temperature. For special salads and desserts there is another. For everyday refrigeration still another...six freezing speeds under control.

Try these new desserts

Scores of delicious new desserts are now made possible for the first time by the Cold Control. Recipes for making



they are printed in our new Recipe Book. We want you to have a copy... absolutely free. Simply call at our display room and ask for it.

And while you're here be sure to see the new Cold Control. Try it yourself. See how easy it is to use... how much it adds to convenience and to the joy of entertaining.

And ask about Frigidaire prices. Learn how low they are and how small the first payment can be made. And see how Frigidaire actually pays for itself in your home... while it is protecting your family's health and saving you endless petty trouble. Stop in today.



## Among The Attractions of EATING

At The

# Shasta Cafe

Is The Knowledge That  
All The Food Is

PROTECTED BY

# Frigidaire

which contributes with

The Quality of the Service

— The Good Cooking —

And the General Sense of Comfort

To the Wide Popularity of

**THE SHASTA**

LEO MARTIN  
Proprietor

# FRIGIDAIRE

The QUIET Automatic Refrigerator

**Bruce Robinson Electric**

(Alta.) Limited

10514 Jasper Avenue, Edmonton















# CONTRACT FOR 18 NEW ALTA. ELEVATORS LET

**S** **EDGAR D. CRUMP,**  
International Patent Attorney  
24 Bank of Montreal  
Bldg., Edmonton  
Phone 1255







# AUTOMOTIVE WORLD

**THERE IS ONE METHOD ONLY —**  
to eliminate scores, correct out-of-line cylinders and make the engine practically better than when new, and that is

## RE-GRINDING

We specialize in re-grinding of all kinds of machine work, crank cutting, general repairs, welding, etc.  
Best of Equipment—Highest Workmanship  
**PLUGGED PISTONS** (all sizes in stock) Quality Rings, etc.

A COMPLETE MACHINE SERVICE

**THE LIBERTY MACHINE WORKS, LTD.**  
10217 102nd ST., EDMONTON.

PHONE 2018 SAM NICHOLS, Mgr.  
"Performance Makes Us Popular"



**Don't throw it away  
Have it Welded**

Many an old tool is still good for several seasons. It is better, when it is, and let us weld it. The welded part will be stronger than ever. And it will save buying a new part. Exchange electricity given and all work guaranteed.

**Darling Electric Welding Co.**  
3661 Jasper Avenue—Phone 686  
Edmonton, Alberta

**Easy and Quick Starting**  
Assured with a  
**WILLARD BATTERY IN YOUR CAR**  
They Cost No More  
COMPLETE ELECTRICAL SERVICE  
**DYSON SERVICE**  
Operated by Dyson Distributors, Ltd.  
Dyson Bldg., 10169 102nd Street Phone 4165

**SEE US**  
For the best Used Cars at the Right Prices.

**McLEOD'S GARAGE**  
10081 103rd Avenue Phone 2398

There is  
A dealer in your town  
who handles  
**B.B.B. Batteries**  
If not write us

**BLAIS BROS. BATTERY CO.**  
LIMITED  
10365 106th Street Phone 2720  
MANUFACTURERS OF STORAGE BATTERIES AND PARTS  
DISTRIBUTORS FOR: CARRON, LIGHT, WATER AND POWER  
TANKS—FILLER, RECHARGE, CELL, OR ENGINE

**Keep In Tune With Spring**  
Have the Old Car Re-finished Now.  
It will look better these bright days — The Cost Is Small.

**The GREGORY Company**  
AUTO TOPS AND UPHOLSTERY  
AUTO RENOVATORS. DECOR FINISH  
10172 96th Street Phone 5127

**Week End Specials**

1925—FORD TUDOR, excellent condition ..... \$212.00  
1925—FORD SEDAN ..... \$202.00  
1925—CHEVROLET COACH ..... \$212.00  
We have a large assortment of used cars at all prices.  
See us before buying.

CALL OR PHONE FOR DEMONSTRATION  
**Matheson's Garage**  
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**Auto Body Building**  
Painting, Upholstering, Tops,  
Collision Work  
24-HOUR TOURING SERVICE  
**FANE AUTO WORKS, LTD.**  
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3907 107 Avenue Night Phones 81875 - 81870

**EDMONTON AUTO SPRING WORKS**  
Manufacturers of ALL KINDS OF AUTO SPRINGS  
We erect and temper old springs that have lost their tension.  
City, 10415 102nd and Jasper Avenue, Edmonton. PHONE 6402

## The Foreign Car Attracts

## FOREIGN CARS ATTRACT FOR FIRST TIME

NEW YORK, April 20.—There was a display of foreign cars at the New York auto show this year which drew probably the greatest interest of all exhibitors. Most of the onlookers were attracted by sheer curiosity, but many there were who most likely will be seen on the streets of New York, and elsewhere hereafter, in automobiles of European construction.

Thus, for the first time in the history of the American motor industry, a series of similar appearances of most of these automobiles in a half dozen cities of the country. The cars include the Daimler, Renault, Mercedes-Benz, Vauxhall and Austin, from the high-price field to the low.

The cars are unique in many details. The Renault, for instance, appears in class and style, the latter being the latest Renault model and replacing production of the four-cylinder car. It is a straight eight with four valves instead of four formerly used, and is of sturdy construction.

The Renault features:

The Renault eight has such European novelties as a separate cooling radiator underneath the water radiator for oil cooling, upon spring suspension in the rear, the extra cooling spring designed to eliminate a single front radiator instead of the double Renault radiator of three pieces, the starter geared to the top wheel from the side instead of being attached to the crankshaft in front, a mechanical servo-brake system which makes only a slight touch on the foot on the brake pedal necessary for complete braking effect.

The body itself along the line of the highest priced cars in America, taken over only a few months ago when the business was moved here from Ontario, Ont.

The new plant is located in two large buildings, with several smaller ones adjoining, the whole being planned to allow for future expansion. At one end is a large test track, where trucks are being driven over a measured course.

Approximately 800 men are now being employed at the plant in the truck and coach divisions, and this is expected to be increased considerably in the next few weeks.

The Waterbury plant of the General Motors of Canada, Ltd., is one of the most complete and modern truck and body plants in the entire Dominion.

The truck bodies are made of combination steel and wood construction, which are subjected under the most rigid of tests, in which the truck, when the truck is completed and ready for delivery, is subjected to another rigid and complete test.

"The history of the truck division of General Motors of Canada is growing rapidly," said Mr. McArthur, in introducing the company's plant. "We have laid out an extensive program and are well prepared for future expansion. We shall continue to expand and each business here in Waterbury will be thoroughly equipped to build the entire range of coach."

It is said:

This car looks like an American product, more than any of the rest at the show.

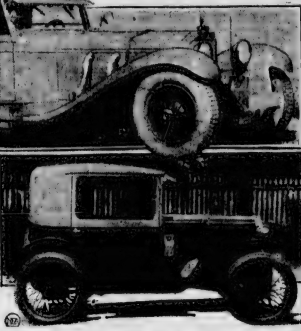
The Mercedes and the Daimler, one German and the other English, accompany the Renault when it is present in the "rainbow" line. The Mercedes are in chassis for the open model, but being drawn over the road at the New York show. It is the only automobile in a race, which is using a supercharger to boost its efficiency at high speeds.

Such American novelties as Jack Dempsey, Al Johnson, Dick Durrant, Harold P. Vanderbilt and Charles A. Levine own the sports model Mercedes.

The features of this automobile include the supercharger, the 100 horsepower six-cylinder engine, dual valves in each cylinder, disappearing top with side door folding into side, triple exhaust manifold appearing outside the hood, servo brakes and choice of belt or suspension drive.

Only one Daimler is shown. This is the model which the king of England owns. It is a four-cylinder, valve engine of 150 horsepower, with many features at dual gear with dual carburetors, vacuum servo brakes, vacuum damper of clutch, dual type steering damper to eliminate wheel wobble and electrical control of the oil and electrical system.

The car is being sold for \$18,000 in New York. This includes silver paint of all such parts as are chromium plated on the average American car, and a warranty that it is truly fit for a king.



These are two extremes in foreign automobiles that appeared at the New York auto show. At top is a view of the high-powered Mercedes drawn in America by Jack Dempsey, Al Johnson and others. Lower photo is the Austin "Seven", one of the smallest cars in the world.

## GEN. MOTORS TRUCK DEPT. EXPANDS

Style, Roominess and Operating Efficiency Sought

WALWORTHVILLE, Ont., April 20.—Production of General Motors trucks and coaches is now in progress on an extensive scale in the plant here of the truck division of General Motors of Canada, Ltd., according to an announcement made by H. H. McArthur, general sales manager.

Truck and coach bodies are being constructed in the big plant which was taken over only a few months ago when the business was moved here from Ontario, Ont.

The new plant is located in two large buildings, with several smaller ones adjoining, the whole being planned to allow for future expansion. At one end is a large test track, where trucks are being driven over a measured course.

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The car is being sold for \$18,000 in New York. This includes silver paint of all such parts as are chromium plated on the average American car, and a warranty that it is truly fit for a king.

Pests  
Accidents  
Storage  
Gas and Oil

## Eventually

You will need an overhaul.

NOW! — will save you money. See us about it.

## Empire Auto Service

H. J. FREEDY T. W. HULL  
Automobile Maintenance  
10163 103rd Street  
(Next to Empire Theatre)  
Service Phone 2528  
Office Phone 4412

**HE BUYS  
DEPENDABLE  
PARTS HERE**

**Graham-Paige  
Production Is  
Showing Gain**

Graham-Paige, with its new line of 1929 models continues to surpass production records, to meet the demand for the improved cars on five different classes.

Actual production of auto cars brought the total for the first quarter of 1929 to 23,284, nearly double the figure for the same period last year, when 12,123 cars were built.

The success of the Graham-Paige has not been confined to the United States, the demand in foreign countries having grown so rapidly that export shipments for the first quarter totaled 2,224, exceeding the total for the first three months of last year, when only 1,300 cars were shipped.

The factory's records of total sales for the first three months of 1929 show that the company has sold more cars than in the first three months of 1928.

## DODGE PLANT IN TORONTO OFFICES MOVE

Mr. John D. Manfield, president of the Chrysler Corporation of Canada, Limited, and managing director Dodge Brothers (Canada) Limited, announced today that the Dodge Brothers sales and administration headquarters in Toronto, Ontario, Ltd., will move to the new offices at 10150 102nd Street, Toronto, Ontario, Ltd., which will remain a separate entity with its own sales and dealer organizations and its own distribution of Dodge cars and trucks, maintaining the Dodge name and its reputation and traditions of Dodge craftsmanship.

Mr. J. D. Manfield is appointed general sales manager of Dodge Brothers (Canada) Limited, with headquarters at Windsor, Ontario. A new sales office will be maintained at 10150 102nd Street, Toronto, Ontario, Ltd., which will remain a separate entity with its own sales and dealer organizations and its own distribution of Dodge cars and trucks, maintaining the Dodge name and its reputation and traditions of Dodge craftsmanship.

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## JACK HAYS' TAXI

PACKARD SEDANS  
AND  
LIMOUSINES  
"Ask the Man Who Hires One"  
PHONE  
**2555**  
DRIVURSELF  
NEW  
COUPES AND SEDANS  
AT  
POPULAR RATES  
PHONE  
**2663**  
Stand at Selkirk Hotel

## MUST STUDY SAFETY

British states how every safety in every car is a part of its safety curriculum. They are new Jersey, New York, New Mexico, Pennsylvania, Illinois and Indiana.

## LIKE OUR CARS

Two-thirds of the automobiles are safety proof cars of the truck and in Poland are of American manufacture, according to the California State Automobile Association.

**Bulletin Want Ads Bring Good Results**



## "Custom-Built" Designers created the new Willys-Knight "70B"

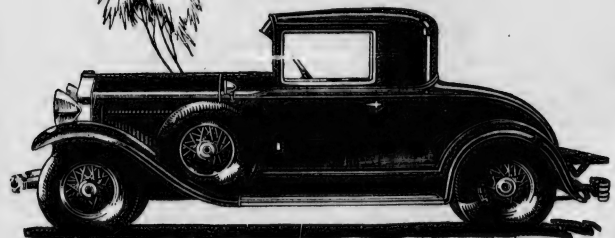
Men of long experience in the "custom-built" field designed the new-style Willys-Knight Six. Their artistry is quite apparent in this triumph of modern beauty.

Grace of line, richness of color, perfect symmetry and proportion distinguish the new-style Willys-Knight Six as the outstanding creation of these style specialists, and make available at a remarkably low price—the style and richness previously associated only with costly, custom-built cars.

A great automobile—a great engine—no valves to grind, no costly carbon removing. Practically fool-proof and wear-proof. No Willys-Knight motor, so far as we know, has ever worn out. And to all these advantages add the fact that this car holds top place in resale value because, in terms of years, its usefulness is far beyond that of the average car.

Be sure to see the new-style Willys-Knight Six, and arrange for a demonstration at your earliest convenience.

Willys-Knight 70-B Coupe \$1425, Coach \$1425, Roadster \$1425, Sedan \$1425, Touring \$1425. Willys-Knight 50-A, Coach \$1225, Sedan \$1245, Prices F.O.B. Factory, Toronto, taxes extra.



## WILLYS KNIGHT

**Glyde & McLellan, Limited**

105th St. and Jasper Ave., Edmonton



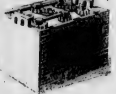
# AUTOMOTIVE WORLD

## HOW'S SHE HITTING? HINTS ON CAR CARE

By Israel Klein  
Science Editor, NEA Service

Exclusive to Edmonton Bulletin  
Spring will start many a motorist on a long drive, the first beautiful day that comes along, only to have him now and bewildered at the flip-

## The Heart of Your Car is the Battery



When Trouble Develops  
Give Us a Call

SMITH BATTERY &  
AUTO ELECTRIC

1802 103 Street Phone 2633

The cause may be ascribed to the fact that most of us haven't gotten over the effects of winter driving. Even if the motor and all other parts of the car have been prepared for winter weather conditions, after a winter's season, it only after we have taken the car out on a long trip that we can realize the change of season has come.

The first realization comes when on a long, steady drive at a fairly fast pace, we begin to feel burning oil on inspection under the hood we discover, first of all, that the motor oil that had been accumulating on the engine cover after having been heated to the point of expansion, and the maintenance man have seeped into the body of the car.

Prevention of this is easy. The engine should be washed thoroughly with kerosene and all the accumulated oil cleaned off. That will assist the motorist at least against the disconcerting odor of oil fumes.

If the first trip takes the motorist over long hills, he must be supplied with an overhauled cooling system, although he had previously flushed out the radiator and filled the system with fresh water. But he has merely gotten the effect of a long haul pull upon the motor. It has caused the engine to operate to a point of boiling out the water.

In other words the cooling effect of the water coolant's complete with the heating effect of the motor. That is to be expected in the heat of cars where long steady climbs are encountered.

After the first awakening, most likely the motorist will watch the

**Spring-Time Repairs—**  
Let us overhaul the car NOW  
**JOHNSON & HUGHES**  
Motor Overhauling and Repairing  
Gas, Oil and Accessories  
11302 Fort Road Phone 75333

## The More, the Merrier



(A CARBON COPY OF THE ORIGINAL DRAWING BY THE AUTHOR AND SYSTEM CHANGING MOTOR IN THE NEAR FUTURE.)

reflector thermometer, stop and refuel with fresh water when it shows above the danger point. That is the simple remedy for this contingency. After the journey, measurement of the amount of oil left in the crank-

case might surprise us. For a long haul drive breaks up the oil faster than it can be cooled and so sends much of that out into the air.

As a result there is much less oil after 100 miles of country driving than there would be after the same amount of city driving. In addition, it thins out faster, especially if the car's radiator hasn't been adjusted for a warmer season.

The remedy here is to add more oil. If the lubricant left is good enough for further work, or to replace the entire remaining oil with fresh material. The oil may be slightly heavier than that used for winter, so as to make up for the increased thinning effect of the hot engine.

The tires should be pumped at no higher pressure than that recommended by the manufacturer or another source might strike the driver in the midst of his trip. Especially so if he wants to travel at a fast pace. For the faster the car goes the more liable are the tires to heat. The heat generated by the fast motion of the tires on the road will expand the air within them to a dangerous point.

It is therefore, better to have the tires slightly under the recommended pressure than above.

The battery may be overcharged by prolonged driving during the longer days, unless the headlights are turned to effect the constant charging of the generator. Even in city driving the generator should be adjusted to a lower charge than in winter. But if the car is driven at a steady run during the day, with little use at night, the lights should be turned on for a while to use up some of the juice in the battery.

An overcharged battery will cause the plates to bubble, after drying up the solution within, and brings his life to a short end.

January is named from the Latin god, Janus, god of exits and doors; lord of beginnings.

In the area of the Metropolitan Water Board, London, there are 7000 miles of water mains.

All rare books and manuscripts in the National Library of Mexico are being photographed to make recovery easier when stolen and to perpetuate their contents.

France now has 5,100,000 dependents on its pension list. More than \$200,000,000 will be paid out for their support this year.

## COMPANY NETS GAIN IN PROFIT

Willys-Overland Reports  
28.5 Per Cent. Jump in Sales

Willys-Overland Company reports an operating profit of \$9,131,411 before taxes and special charges for 1928 as compared with an operating profit of \$7,521,239 for 1927. Twelve liberal write-offs including product lines incident to introduction of new models drove a net of \$4,582,223 for the year. This is equal to \$200 per share after Federal taxes, all charges and preferred dividends on the 2,500,000 common shares which were outstanding during 1928 up to December 31 on which date 235,450 additional shares were bought.

In August 1928, Willys-Overland rounded dividends on the common stock at the rate of \$1.20 per share per year, and in addition paid to common stockholders of record January 18, 1929 a bonus of \$1.00 per share. During the year outstanding loans were reduced \$1,000,000 and preferred stock was reduced by \$774,000.

**Big Sales Increase**  
A gain of 28.5% in net sales during the first quarter of 1929 as compared with the first quarter of 1928 is indicated by President John M. Willys in his letter to stockholders, in which he states that sales for the first quarter are expected to average 10,000 units per week, as against 7,800 for the first quarter of 1928.

Increases in Willys-Knight demand since the first of the year have been beyond expectations, according to Mr. Willys' statement, so much so that the same time an increase of 20% in planned schedule has been made. At the same time an increase of 20% has been made in the Whippet Six capacity.

Rapid progress in Willys-Overland business is indicated by

sales of 28,400. In 1928 export sales over 1000 and an estimated gain of 20% in the first quarter of 1929 over the first quarter of 1928.

New models and a greatly doubled plant capacity for 1929 have been provided, Mr. Willys pointed out, by an expenditure of \$7,500,000, including a new body plant capable of matching the entire present 2,500,000 capacity.

**See Us Now—**  
For your spring overhaul—  
We know how.  
**BERT'S GARAGE**  
Auto Specialists  
1014 101 1015th St.  
Phone 4513

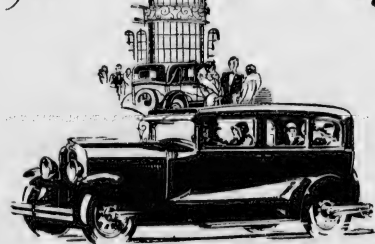
**Get Ready—**  
For the long motoring days ahead. An overhaul now will save you trouble later on.  
**Streeter's Service Garage**  
1916 1015th St. Phone 6335

Now that the touring season is at hand, how about a good driving lamp for that new car?  
Your favorite service station can supply you with one of many styles.

**TAYLOR & PEARSON**  
EDMONTON LIMITED

1014 1015th St. Phone 4513

# Visit the SPRING SHOWING April 20th to 27th



of the  
**PONTIAC**  
**BIG 6**

**YOU** are cordially invited to visit our showrooms during the Special Spring Show, and to learn more about the big six quality which Pontiac now introduces (for the first time) into the low-priced field. We shall appreciate the opportunity of showing you the magnificent Fisher Bodies . . . so roomy and luxurious . . . and the scores of big-car mechanical features which make Pontiac a true BIG Six. And we should like very much to demonstrate to you, on the road, the amazing BIG Six performance which is causing hundreds of former big-car buyers to join the ranks of Pontiac enthusiasts.

Dealers for McLAUGHLIN-BUICK, PONTIAC, CADILLAC, LaSALLE CARS and G. M. C. TRUCKS

## Price Dayton Buick Pontiac, Limited

10014-48 104th Street, Edmonton, Alta.  
C. F. SHOWBRIDGE, Athabasca, Alta.

PRODUCT OF GENERAL MOTORS  OF CANADA, LIMITED

# SPRING SHOWING

of the  
**NEW CHEVROLET SIX**  
—a Six in the price range of the four!

**WE** cordially invite you to visit our special Spring display of the new Chevrolet Six.

Here, in a price class that has hitherto been occupied exclusively by four-cylinder automobiles, you will see displayed a line of beautiful models that bring you every advantage of six-cylinder performance in the price range of the four . . . six-cylinder smoothness, six-cylinder reserve power, six-cylinder speed and six-cylinder acceleration.

And this amazing six-cylinder performance is matched in impressiveness by the beautiful new Fisher bodies. Longer, lower and roomier . . . finished in striking new colors . . . and offering numerous outstanding comfort and convenience features—they introduce into the low-price field a new conception of luxury, comfort and style.

Come in any time the week of April 20th to 27th. We want you to see for yourself that no other car in the world can give you so much at prices within the reach of all.



You Are Cordially Invited to See Our Special Exhibit of the New Chevrolet Six

**Edmonton Motors Limited**  
100th St. and 102nd Ave.  
MACLEOD BROS., A. WOLF, J. H. PERRAS.  
Athabasca, Alta. Waskananau, Alta. Morinville, Alta.

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED 

# AUTOMOTIVE WORLD

## SUPER-HIGHWAY IS REQUIRED FOR TRAFFIC

Car Advancement Greater Than Highway Building

Despite the fact that the advancement of the highway system in America in the past few years is a tremendous achievement and has done a major factor in the tremendous growth of business, we are fast reaching a point where our road transportation is out of date.

The year just closed witnessed the sale of 4,500,000 motor cars—an increase of nearly one million cars over the previous year. Every individual point in the year reaching the seven million mark of car building, conditions are carried out as planned.

One can readily imagine what that would mean—the addition of millions more motor cars on our roads and highways than at present and no corresponding increase in the building of roads to take care of this additional traffic.

Numerous plans have been suggested to remedy this situation, but the one that is being carried out is the one-way superhighway system.

A theory that I have expressed before is that if our highways at present are incapable of taking care of the traffic, that is, safety factors are of little value that we expect in 1929 unless immediate action is taken to provide adequate means of safety moving interstate and intrastate highway traffic.

The average motor demand increased in their motor cars and the manufacturers are according to this. This means that highways used for fast travel must be provided and thus materially reduce the high annual accident toll. It is probable that this accident toll is not the result of the fast cars but is directly attributed in most cases to congested conditions of the highway.

If a system of one-way superhighways were provided, on streets and highways where the important traffic centers which are now carrying traffic both ways, we would be taking a direct forward step to provide a highway system that would meet all needs with a safety element that is lacking at the present time.

The railroad systems of the nation went through this same period of transition. First they had single tracks that carried trains both ways. Because of numerous accidents they gradually came to adopt a one-way track system with the result that they were able to speed up their train service and, more important, reduce the accident toll to a minimum.

When such a system is adopted as regards automobile travel over the highways then we will find a real solution to the problem of one-way roads and the resultant heavy annual death and accident toll.

JOHN THORNTON, Indianapolis plumber, tried to cheat the government out of a license plate fee. He attempted to change 1928 plates into 1929 but couldn't get off any with a line of \$10 and \$10 cents.

## A smart roadster creation by Studebaker



THE LOW, RAKISH LINES of Studebaker's new President Eight Roadster express the champion performance which has won for Studebaker every official record for fully equipped stock cars, and given The President the title of "World's Champion Car." Those who demand style ahead of the day with brilliant, proven performance find in this roadster a worthy successor to The President that traveled 30,000 miles in 26,340 consecutive minutes last August at the Atlantic City Speedway.

## MAIL FLIES AT RECORD SPEEDS

WASHINGTON, April 20.—Airmail planes, which regularly maintain a speed of 150 miles an hour, recently doubled this figure, according to the American Air Transport Association.

The individual speed record is held by Charles (Speed) Hottel, who flew a mail plane over the 200-mile route between Minneapolis and Chicago in 44 minutes and 44 seconds, an average of 185 miles an hour.

The fastest time at which the airmail transcontinental airmail route between New York and San Francisco has been flown is 16 hours and 30 minutes, made by the pilot flying the section of the transcontinental airway between Los Angeles and San Francisco.

Charles D. Smith, chief pilot on the coast-to-coast airmail route between Minneapolis and Chicago, led all other airmail pilots for time in the air in 1928 with 1,173 hours and 15 minutes.

Other all-time individual airmail records are:

San Francisco-Chicago—1,948 miles in 12 hours 42 minutes, average speed of 165 miles per hour, held jointly by Pilot J. H. Thompson, Frank Yeager and George Meyer.

Chicago-Cleveland—324 miles in 1 hour 40 minutes, average speed of 164 miles per hour, Pilot Robert Hopkins.

Cleveland-New York—380 miles in 1 hour 13 minutes, average speed 180 miles per hour, Pilot Henry J. Brown.

Omaha-Chicago—400 miles in 2 hours 30 minutes, average speed 172 miles per hour, Pilot John Wagner.

Dallas-Kansas City—211 miles in 2 hours 55 minutes, average speed 130 miles per hour, Pilot George B. Groves.

Kansas City-Chicago—490 miles in 2 hours 37 minutes, average speed 152 miles per hour, Pilot Edmund M. Lucia.

See on home route

Minneapolis-Chicago—330 miles in 1 hour 8 minutes, average speed 160 miles an hour, (Record for direct motor cabin plane) Pilot James C. Cole.

Minneapolis-Chicago—330 miles in 1 hour 13 minutes, average speed 152 miles an hour, (Record made in first motor passenger-mail plane) Pilot Chadwick B. Smith.

Evansville-Chicago—281 miles in 1 hour 22 minutes, average speed 144 miles an hour, Pilot Richard M. Peck.

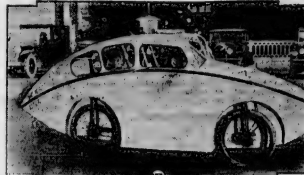
Atlanta-Vancouver—484 miles in 3 hours 54 minutes, average speed 107 miles per hour, Pilot John H. Kytle.

Richmond-St. Louis—294 miles in 1 hour 38 minutes, average speed 180 miles an hour, Pilot Donald Johnston.

Scorpions are known to have survived for 364 days, and spiders have existed for 17 months without food.

More than 6,000 miles of pipe are needed to distribute London's water supply.

## No Motor Trouble Here



It may be a little harder on the driver of this car, but at least he has no motor trouble to worry over. He sits in the front seat, and pedals like a bicycle wherever he wants to go. It is a fuel-wasted, motionless car, one of the many "motorless" cars.

"Without motor—10 minutes."

Without motor—10 minutes.

Without motor—10 minutes.

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## CHEVROLET TO HAVE NATION-WIDE SHOWING

Show Week Arranged for April 20th to 27th

On Saturday, April 20th, Chevrolet show rooms throughout Canada will become centers of attraction for a nation-wide "showing" of the new Chevrolet line.

No motor has been kept in making this show a thing of such interest, as well as of such importance, that it was felt necessary to make some unusual effort to display the new models in a manner appropriate and convincing.

"In the past," says Mr. McManis, general sales manager for the Chevrolet Motor Company, "the usual display of new cars has been reserved for the large and expensive car—merely because the smaller, less costly cars failed to look their part against such backgrounds. But this year we have developed to the Chevrolet line a car which holds its own in the most dramatic surroundings. This was proven at the big motor shows at various points in Canada, and now we are out to demonstrate the fact to car buyers everywhere."

In consequence of which decision, Chevrolet dealers have been engaged for a week past in preparations for the big event. In many cases extra men in decoration have been engaged. Flower displays, oriental rugs, palm trees and exotic flowers have been procured for the purpose of making the "rest" of the new Chevrolet line as attractive as possible.

Each of the new Chevrolet line is a car which holds its own in the most dramatic surroundings. This was proven at the big motor shows at various points in Canada, and now we are out to demonstrate the fact to car buyers everywhere.

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Until you drive a Chrysler You'll never know real performance.

STEP into a Chrysler—"75" or "65." Start drive. Instantly you experience a difference in performance as real and impressive as Chrysler's outward beauty.

Ever since its inception Chrysler has been the admitted pace-maker in performance for the entire industry. Today Chrysler is further ahead than ever.

Because of exclusive features pioneered and perfected by Chrysler through the application of advanced engineering principles, Chrysler reaches new peaks of proficiency in speed, power, pickup, stamina, safety and long life.

Make it a point today to see, to ride in and to drive a Chrysler—"75" or "65." Once you learn the difference between Chrysler performance and other performance you'll never again be content with less.

Now their minds are turning in another direction. Although many have discarded the arbitrary speed limit law, they are turning their attention to which speed on the highways is the decided difference between the two. This may raise the speed limit from 30 to 40 miles an hour. The fact is that they have already entered this class of speed.

That's far as the law goes. But the law can't tell you how to realize the value of care and thoughtfulness in driving. It is supplemented by education. Here the National Safety Council steps in with a broader program by which it hopes to educate

Scorpions are known to have survived for 364 days, and spiders have existed for 17 months without food.

More than 6,000 miles of pipe are needed to distribute London's water supply.

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## LUCKY NUMBERS

Dropped from Aeroplane Thursday

The Following are Winners

CAR CREDITS, value \$50.00 each

Numbers: 61, 535, 741, 1065, 1394, 2086, 2593, 3015,



# M'ANEENY NEW PRESIDENT OF HUDSON MOTORS

Identified With Company Since 1909 at Organization

William J. McAneny, who has been identified with the Hudson Motor Car Company since its inception in

1909 and has served since 1923 as first vice-president and treasurer, has been elected president and general manager to succeed the late Hiram B. Jackson, who died March 19 while in Montreal, southern France.

Mr. McAneny's rise to the presidency of one of the motor industry's major units is a story which makes in comparison the career of other industrial leaders who began at the bottom rungs.

In his first decade with Hudson he has served successfully as president of the Detroit factory manager, a director of the company, its secretary and its first vice-president and treasurer. He has been continuously the president of Essex Motors since its formation. For many years he has been one of the

directors of the group which determined and executed all Hudson business policy.

Hudson directors announced after the election of J. H. Whittemore as first vice-president and assistant general manager, A. Barth as vice-president and treasurer, and Elbert C. Bailey, Jr. as secretary and controller.

Mr. McAneny's connection with the automobile business lies up close with the service in the Standard American war. He had been active daily as a private in the 47th regiment, New York National Guard and

## Gets New Appointment



SAM MITCHELL, who heads the new commercial vehicle division of the Hudson Motor Car Company.

had been appointed company clerk. When the company was started on the capital stock McAneny was to be in and in sight and invited him to seek his assistance if he ever

in 1918 by Hudson interests of Kores Motors as a separate company to manufacture a companion car to the Hudson. Mr. McAneny was chosen as

## Kingdom Has Only 22 Miles of Road, But Royalty Rides

If there were a championship award for the world's most enthusiastic motorists, it would undoubtedly go to some member of the royal family of Nepal. Nepal is a little kingdom on the northern border of India almost under the shadow of Mount Everest, and there are few places in the world harder to reach by automobile.

difficult to get there, the royal family can operate their own road 22 miles of road—what is the total extent of the little kingdom's highway system.

It is considered unlikely by the Mohammedians because it is the duty of a woman.



## Do You Know?

THAT the aluminum alloy pistons of the New Ford are balanced to an accuracy of two grams. This is the finest balancing of pistons in any car at or near its price class.

THAT the wrist pins in the New Ford Motor are machined to 1892, and are one inch in diameter, machined to a glass finish, and are of the full floating type.

THAT the piston displacement of the New Ford is 290.5 cubic inches.

THAT the New Ford Car is equipped with larger tires than other cars in its price class.

THAT there are 680 electric welding operations on the New Ford Car.

THAT ninety per cent. of all the steel parts used in the New Ford are steel forgings.

THAT the upholstery material used in the New Ford Car is eighty per cent wool.

"BUY YOUR FORD CAR NOW"

# DOMINION

MOTORS, LIMITED

EDMONTON'S FORD DEALERS

Phone 221-2238, 1812 St. St. South of Jasper. Phone 2611-2975

# ABOVE the Limits of Price and Class

To ride in a De Soto Six is to forget low price—to realize in a flash that here is a luxury six which belongs, by right of performance, by right of riding ease and by right of beauty, among the finest. Swift, alert, vigorous, staunch under punishment—smartest, snappiest of the low-priced sixes—the only car of its price equipped with four-wheel hydraulic brakes—De Soto has rightly broken all sales records for a first-year car. It has become in a few months the accepted quality car of those many thousands who delight in zestful driving.

'1075

- and up at the factory
- Touring . . . . . \$1075
- Reader . . . . . 1075
- 2-Door Sedan . . . . . 1075
- Business Coupe . . . . . 1075
- 4-Door Sedan . . . . . 1120
- De Luxe Coupe . . . . . 1120
- (with convertible top)
- 4-Door Sedan
- De Luxe . . . . . 1205

See prices of a De Soto, the only including standard factory equipment (straight and bent axle)

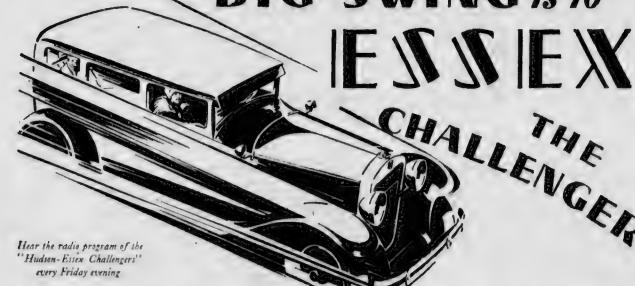
# DE SOTO SIX

CHRYSLER MOTORS PRODUCT

## ALBERTA MOTORS LIMITED

West End Showroom Main Showroom and Garage  
Scott Block, 10823 Jasper Ave. 10550 100 St., opp. Macdonald Hotel  
Phone 5567 Phones—Sales, 5990; Service, 5262

# THE BIG SWING is to ESSEX



Hear the radio program of the "Hudson-Exes Challengers" every Friday evening

It Challenges Your Interest in These Important Ways

## EASY TO BUY

For instance, the Coach \$374.00 Down, 12 Monthly Payments of \$69.00

This includes Bumpers Your present car will probably cover the entire first payment.

The H. M. C. Purchase Plan Offers the lowest available finance terms on the balance

## EASY TO OWN

On our own streets, here in Edmonton, Essex the Challenger, under competent observation, averaged 25 miles per gallon. The average owner in this city can expect 20 to 25 miles and upward. Hundreds of records all over the country during "Challenger Week" prove Essex economy. Commercial users operating large fleets of Essex cars say that service and maintenance costs, covering millions of miles of operation, are lowest of any car they ever tested.

## A Wide Choice of Colors at No Extra Cost

A Big, solid size "Six" Five look at, Romy and comfortable. Rich, handsome upholstery and appointments. A SUPER-SIX motor—200 miles an hour—60 miles an hour all day long. In get-away and hill climbing challenges any car.

Hydraulic shock absorbers, 4-wheel brakes.

\*\$840

AND UP F. O. B. Windsor, Taxes Extra

Standard Equipment Includes 4 hydraulic shock absorbers—electric gear for gas and oil—motor shutters—safety lamp—standard bumper—plate glass—new 1929—standard—complete on steering wheel—all right parts—chromium plated

The Canadian Government has recently reduced the Sales tax on Automobiles. Hudson and Essex cars are now priced accordingly.

# THE FREEMAN CO., LTD.

ALBERTA DISTRIBUTORS—HUDSON AND ESSEX CARS  
9000 107th AVENUE, EDMONTON PHONE 1972 107 6th AVENUE E., CALGARY  
WEST END MOTORS DEALER SOUTH SIDE DEALER  
MATHEWSON'S GARAGE STANDARD GARAGE  
10150 214th Street Phone 8236 10116 White Avenue Phone 2118

# The New McLAUGHLIN-BUICK is the New Style



THE unprecedented popularity of the 1929 McLaughlin-Buick unquestionably establishes it as the new order of motor-car style.

The new Masterpiece Bodies by Fisher are revolutionary, it is true. Revolutionary in the majestic beauty of their appearance. Revolutionary in the richness of their contours and colours. Revolutionary in the spaciousness and sheer luxury of their interiors.

Revolutionary, in fact, in ALL the characteristics which make twice as many people choose McLaughlin-Buick as any other car at or above its price.

Dealers for McLAUGHLIN-BUICK, PONTIAC, CADILLAC, LA SALLE CARS and G.M.C. TRUCKS

# Price Dayton Buick Pontiac, Limited

10010-48 104th Street, Edmonton, Alta.  
E. KITTLITZ, Bruderheim, Alta.

WHEN BETTER AUTOMOBILES ARE BUILT McLAUGHLIN-BUICK WILL BUILD THEM





# AUTOMOTIVE WORLD

## Premier Motors Now Handle Studebaker and Erskine Cars

The Studebaker car, the "Champion of Champions" is now being handled by the Premier Motors on 102nd street for all of Northern Alberta including Edmonton.

This firm will also handle the Erskine and the Durant car and they have a full line of models on display in their palatial showrooms.

The sales department has been augmented by the addition of several more expert and experienced automobile salesmen. All members of the sales force have had years of experience.



OSCAR TREFANIER



DAN BUSH

being made to the display rooms a the Premier Motors to facilitate the handling of the new show-cars and the show rooms are being nicely re-decorated.

A full stock of new parts for Studebaker and Durant cars is being carried by this firm and there will be every facility offered to Studebaker and Durant owners to secure expert repairs when needed, by a full staff of expert mechanics under the direction of this office.

There are extensive enlargements.



Mr. E. J. Cosford  
Sales Manager  
Dodge Brothers

New importance to the automotive industry is the announcement by John D. Mandfield, president and general manager Chrysler Corporation of Canada, Limited, of the appointment of E. J. Cosford as sales manager of the Dodge Brothers Division (Canada) Limited.

Mr. Cosford has been in the Canadian automotive business for many years. With the New Motor Car Company of Canada he was successfully manager of the retail branch at Windsor, Ontario—manager of the interests in Eastern Canada and for a short time general manager for Canada.



W. E. MACRAE

### RECORD TIRE OUTPUT

Checks taken in different rubber plants throughout the country indicate that more than 15,000,000 tires will be manufactured during 1929. About 10,000,000 tires were manufactured in 1928.

United States motorists paid \$720,000,000 in motor taxes in 1928, an increase of nearly \$10,000,000 over 1927. This, despite the fact that the tax was cut some \$10,000,000 by the removal of the federal tax excise tax on automobiles.



HARRY REYNOLDS

Following his connection with the Studebaker Corporation of Canada, Ltd., as sales manager for the Studebaker Division, Mr. Reynolds, then assistant sales manager for the Canadian Studebaker activities.

As sales manager for the Dodge Brothers Truck Division Mr. Reynolds had full charge of all truck sales in Canada.

"The truck situation in Canada is in a very healthy condition, and we fully expect that 1929 will see a new record in truck sales," said Mr. Reynolds.

### TO EXTEND NIGHT FLYING

Following the success of night flying in Germany, other nations are to be urged in Europe. The Luft Hansa, the great German air transportation service, plans to complete the Hannover-Berlin-Göteborg line to the German frontier in the direction of Brussels, London, and Paris, and in connection with it a route from England and France to Germany, to Russia and the Far East. Another line, the Berlin-Baltic-Lithuania, will be completed with dispatch. The Berlin-Baltic-Lithuania line will be extended to form a connection between West Europe, Russia and southern Europe. In the 1929-30 season Munich and Vienna, Austria, will be connected.

Highway accidents in the United States last year cost \$80,000,000, or nearly \$8 for every citizen in the country.



IAN E. MACKINNON

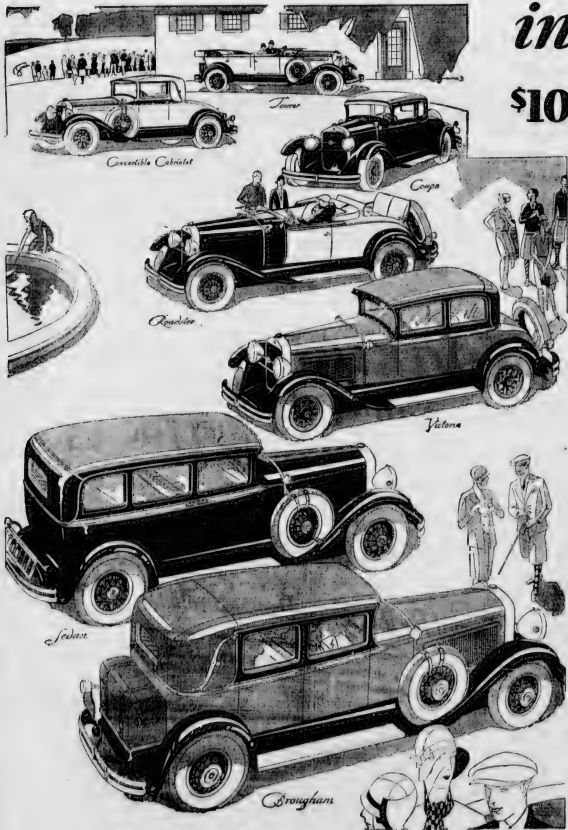
"GUNS NOT ONLY MEANS Chicago, in 1928, had a fatal auto accident rate of nearly 20 percent for every 100,000 population and Washington, with a rate of 14 per 100,000 were near the top of the list of big cities cutting their highway accidents.

# STUDEBAKER

## Champion performance

### in 48 models

**\$1095 to \$3395** f.o.b. Walkerville



**FORTY-EIGHT** champion motor cars to choose from! Brougham or Sedan, Roadster or Cabriolet, Victoria, Coupe or Tourer. No other maker of motor cars offers you such a varied selection of body and chassis types.

Straight-eight or six—President, Commander, Dictator or Erskine—you drive a Champion when you drive a Studebaker. For these great cars hold among them every official stock car record for endurance and speed.

And they look every inch the champions they are! Champion fitness and tireless energy are patent in low-slung lines and clean, keen profiles. Studebaker offers you Champion cars at low prices.

*Studebaker now sells more 6-cylinder cars than any other manufacturer on earth*

**THE PRESIDENT EIGHT**  
World Champion car—holder of 23 International and 18 world records for speed and stamina—30,000 miles in 26,324 minutes—making man-made record ever set so fast!

135-inch Wheelbase  
Brougham, for five.....\$3100  
Coupe, for five.....\$3100  
Brougham, for five.....\$3100  
Coupe, for five.....\$3100  
Sedan, for five.....\$2870  
State Sedan, for five (4 wire wheels).....\$3100  
State Sedan, for five (4 wire wheels).....\$3100  
Limousine, for seven.....\$3395

**125-inch Wheelbase**

Sedan, for five.....\$2555

State Sedan, for five.....\$2425

State Sedan, for five.....\$2425

Convertible Cabriolet, for four.....\$2400

Roadster, for four (4 wire wheels).....\$2355

Victoria, for four.....\$2425

**THE COMMANDER EIGHT**

Champion car—The Commander Six, producing thorough quality of eight-cylinder power.

Sedan, for five.....\$1995

Royal Sedan, for five.....\$2080

Brougham, for five.....\$2120

Victoria, for five.....\$2120

Victoria, for five.....\$1995

Convertible Cabriolet, for four.....\$2115

Coupe, for four.....\$1860

Royal Tourer, for five.....\$2080

Tourer, for five.....\$1900

Tourer, for seven.....\$2080

Royal Roadster, for four (4 wire wheels).....\$2090

*All prices f.o.b. Walkerville, Ontario.*

### THE COMMANDER SIX

Barber's successor to the world famous Commander which sped 25,000 miles in 22,148 minutes—a fast six-cylinder car except Studebaker's President Eight year ago.

Sedan, for five.....\$1795  
Brougham, for five.....\$1885  
Victoria, for five.....\$1920  
Victoria, for five.....\$1795  
Convertible Cabriolet, for four.....\$1960  
Coupe, for four.....\$1770  
Coupe, for four.....\$1865  
Royal Tourer, for five.....\$1900  
Tourer, for five.....\$1770  
Royal Roadster, for four (4 wire wheels).....\$1930  
Roadster, for four.....\$1795

### THE DICTATOR

Official record of 8000 miles in 4711 minutes—holder of 24 world records—matched by any six-cylinder car in its class.

Royal Sedan, for five.....\$1665  
Royal Sedan, for five.....\$1715  
Royal Victoria, for five.....\$1725  
Cabriolet, for four.....\$1725

### THE ERSKINE SIX

Champion of all six-cylinder cars in its class—1000 miles in 556 consecutive minutes!

Club Sedan, for five.....\$1095  
Sedan (open door).....\$1195  
Royal Sedan, for five.....\$1225  
Cabriolet, for four.....\$1240  
Cabriolet, for four.....\$1225

\*Six wire wheels and trunk rack standard equipment.

\*\*Wire wheels and trunk rack standard equipment.

†In all models, 2 spare rims and trunk rack standard equipment.

‡Wall mounted, 12-cylinder and trunk rack standard equipment.

There's more and you'll never know.

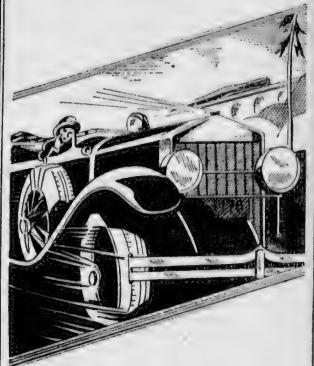
**THIS IS STUDEBAKER**  
**DEMONSTRATION WEEK**  
**DRIVE A CHAMPION... TODAY!**

**de la Vergne Company, Limited**  
**Premier Garage**

10130 102nd Street

Phone 9358

## Laugh at Miles in a GOOD USED CAR



## Used Cars

**Priced  
Right**

OUR new-built used cars are as easy riding, snappy, modish and colorful as anything you'll meet on the road. And they'll go hour after hour... eating up the miles so fast and so eagerly you'll never realize you are in anything but a latest model.

USED CARS can be a tremendous bargain or they can be a tremendous fraud. Our used car mart offers an excellent variety of models and makes, any one of which assures you of good, sound service, at a price you cannot help but appreciate. We ask you in all sincerity to take one look at these unusual "buys."

We Are Specializing in Service on Durant and Studebaker Cars	A Complete Stock of New Parts For Both Durant and Studebaker Cars Always on Hand
---	---

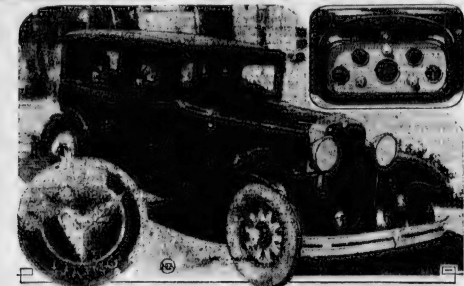
## PREMIER GARAGE

10130 102nd St.  
Phone 9358

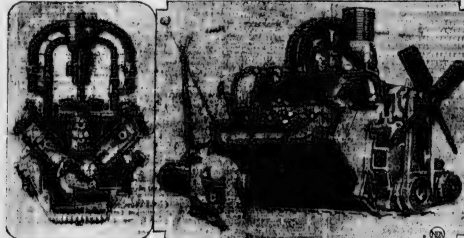
Bulletin Want Ads Bring Good Results

# AUTOMOTIVE WORLD

The Companion To Oldsmobile



The Viking, a V-type eight for \$1,500. Below shows the sedan model for this price. Inside are photos of the instrument panel on the dash, and the Viking emblem.



The Viking eight motor, cross section and three-quarter view, showing at left the position of the valves and general design of the engine.

## The Viking, V-Type, Oldsmobile's New Companion Eight

With Radical Engineering Innovations This New Car Breaks Into Medium Price Field

BY ISRAEL KLEIN  
LANSING, Mich., April 20.—For three years Oldsmobile engineers have been planning a companion to their six—an eight cylinder car in the medium-price field. For the last several months more than 30 eight-cylinder cars, each of a different type, had been put through a severe elimination test at the General Motors proving grounds.

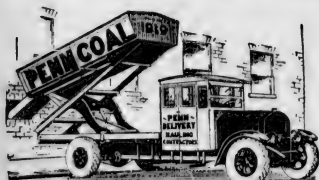
Today, in the larger cities of the country, Oldsmobile introduces the winner of this severe test—the Viking, a 90-degree V-type eight with fea-

tures that have never before been seen in an automobile. Perhaps the most interesting feature is its price—\$1,500 at the factory, for any one of its three standard models, a five-passenger four-door sedan, a close-coupled five-passenger sedan and a convertible coupe for four. This is the lowest price at which a V-type eight has ever been offered.

Outside of its price, the outstanding feature of the Viking is the novel design of the motor. The first time V has been tried for automotive use, while the regular V-type engine, till now has its camshaft and valve mechanism in the V above the crankshaft instead of being within the crankcase and cylinder blocks. In this new design, the camshaft is placed in the V above the crankcase and cylinder blocks. In this new design, the camshaft is placed in the V above the crankcase and cylinder blocks. In this new design, the camshaft is placed in the V above the crankcase and cylinder blocks.

**We Have Moved**  
to our new premises  
Corner 96th Street and 102nd Avenue  
**Traffic Tire Service**  
—Phone 6888—

Watch for Our Opening Announcement—A Premium for Every Gas Customer



**COAL? Yes, the Best!**

PHONES 1919-2209

**PENN COAL CO.**

## WHAT PUBLIC WANTS IN '29 MOTOR CARS

For the first 75 years of the automotive industry, the business has been chiefly concerned with selecting the best materials, the best machinery. Operating efficiency as an important factor today as it was in 1910, but new ideas of beauty and comfort have been established, and these new standards must be attained by the manufacturer who seeks wide public approval, says T. A. Pennal, president of Willis-Overland Limited.

Through the relative dealer organization of the Willis-Overland Company, we were quick to sense an insistent public demand for style and beauty, a demand that reflected the fashion note into an industry which for many years had virtually ignored it. I am disclosing no trade secret when I say that the management of the company immediately set about acquiring for its engineering staff the best ideas in the world for the new motor car.

Mr. Amos Northing, his conception of motor car styling is reflected in the 1929 lines of Willis-Overland and those which already have received nationwide public acclaim, and in the 1929 lines of Willis-Knight, which made their first public appearance at the year's automobile show.

Somehow and comfort have mounted in importance from the viewpoint of the buying public as a natural result of good roads and motor car reliability. Motorists and their families find nothing of 30 miles a day in the family car, whereas the family of 1929 considers a 20 mile journey in the light of an event. Hence the 1929 automobile must have room for the babies and the baggage and it must be so simple with satisfying qualities that long hours may be taken without undue fatigue.

The time has not yet arrived when the motor car buyer can take efficiency for granted. Some cars are much better mechanically than others. Certain buyers select their purchases in any given price group only after the closest comparison of the respective mechanical advantages offered by the different manufacturers.

Modern bodies, steering gears, rear axle transmissions, spring suspension, braking systems, starter and light controls, and other highly essential mechanical features of automobiles are varied. And they are not yet equally satisfactory.

Style, room, riding comfort, and mechanical excellence are the points by which the 1929 motor car is being judged. Together with the responsibility of the manufacturer and the strict regulation of the dealer organization behind the product.

Willis-Overland company has recognized this.

**Controlled Hot Spot.**  
The exhaust manifold is brought over the intake from the left side so as to furnish a hot spot to preheat the mixture in the center of the intake manifold. This hot spot is constructed from the dash.

The Viking crankcase ventilation system is designed to prevent seepage of gasoline into the crankcase or mixture created by combustion. The air is drawn in from a breather at the bottom and is circulated over the oil and upward to the customer. The moisture and oil spray brought up by this current of air is of great help to rear carboxulation.

The entire motor block is cast in one piece, the first time a V-eight block has been manufactured this way. This has enabled engineers to put into it strong cross members and ribs that increase its rigidity and form a solid foundation for the crankshaft bearings.

The power obtained from this motor reaches 41 horsepower at the average running speed of 2,000 revolutions a minute. In a recent test for average performance, the car was driven at varying speeds up to 80 miles an hour, without a perceptible vibration in it. Yet the motor seemed to have power to go even faster.

A recent run across the continent over mountain and desert averaged 41 miles an hour, with only three minor adjustments. It is the motor for the entire distance.

**Simple Body Design.**  
The Viking body has its innovation in the elimination of long hood in order to bring out its simple form from front to rear. The rear letter V emblem of the car, appears not only on radiator, front bumper and tail caps, but is carried throughout the line of the body as a motif in its design.

Particular striking is the instrument panel, highly finished in stainless steel on a black dash and lighted both by direct and indirect method. Every modern innovation for the comfort and convenience of driver and passenger is included—form fitting rear seat front seats, adjustable steering wheel and driver's seat, 80-inch springs covering 80 per cent of the 12-inch chassis and hydraulic shock absorbers.

The frame is especially sturdy built with the heavy cross members trussed on both sides in ladder construction.

The entire car, seen to the rear and designed as a single piece of simple beauty. Its appearance and its engineering advantages are expected to make this one of the most popular automobiles in the middle-price field.

Salesman



F. G. PENNAL

Announcement is made by Dodge Brothers (Canada) Limited of the appointment of Mr. F. G. Pennal as sales representative in the west for Dodge Brothers truck division.

Mr. Pennal has had many years' experience as a truck sales executive in Canada. He was field representative for two prominent truck manufacturers—his duties taking him to all parts of the domain. Through this experience Mr. Pennal brings to Dodge Brothers truck division a practical knowledge of truck merchandising.

Mr. Pennal's headquarters are in Regina.

**SPENDTHRIFTS.**  
The American Automobile Association estimates that more than \$50,000,000 will be spent this year by American tourists in European countries.

## MacCOSHAM Storage and Dist. Co., Ltd.

Large New Motor Vans for Moving Household Goods and Pianos

—Phone—  
**1727-6361**

## PACKING CRATING SHIPPING



You are cordially invited to visit the **SPRING SHOWING** of the **Oakland Six Olympic Series** April 20th to 27th at our **Showroom**

Special Performance Demonstration Arranged

OAKLAND MOTOR CAR COMPANY OF CANADA, LIMITED  
Subsidiary of General Motors of Canada, Limited  
OSHAWA, ONT.

**Don't Worry!**



Your radio or car battery will be ready tonight if you call us with our 1 Day Battery Charging Service

\$1 IS ALL IT COSTS. We call for and return your battery the same day fully charged—"full of pep." Recommended by all the leading battery manufacturers

**Loveseth SERVICE STATION**

Phone 5468

Phone 1822

Corner Jasper and 106th St.

## EDMONTON MOTORS LIMITED

Showroom at 100th Street and 102nd Avenue

EDMONTON, ALBERTA



JANE ARDEN By Monte Barrett and Frank Ellis



THE GUMPS



A Picture No Artist Can Paint



By Sidney Smith



GASOLINE ALLEY

It's All Your Fault, Skeezix



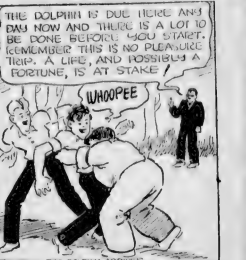
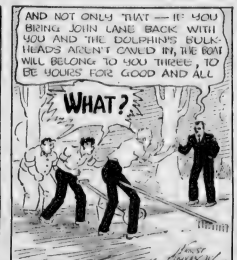
FRITZ RITZ By Ernie Bushmiller



FLYING TO FAME

The Great Adventure Looms

By Ernest Henderson



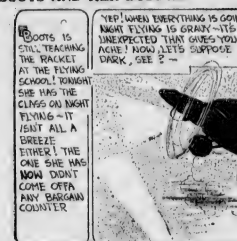
SAY BETTY-DID YOU SEE THAT AWFUL GUY I JUST DANCED WITH? YEC HEE



BOOTS AND HER BUDDIES

Supposing

By Martin



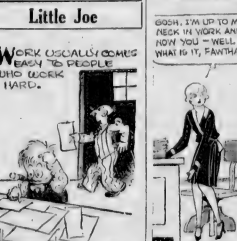
YOOHOO!-C'MERE I WANT TO GIVE YOU MY REAL PHONE NUMBER



WINNIE WINKLE THE BREAD WINNER

Pa Gives Winnie Work

By Branner



Flapper Fanny Says

Dumbells

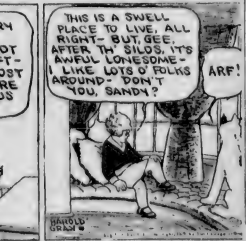
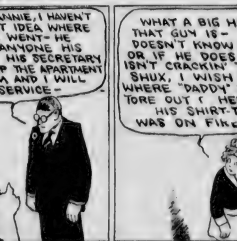


Miss Information

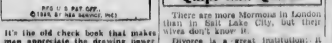
LITTLE ORPHAN ANNIE

All, All Alone

By Harold Gray



Quips and Quirks



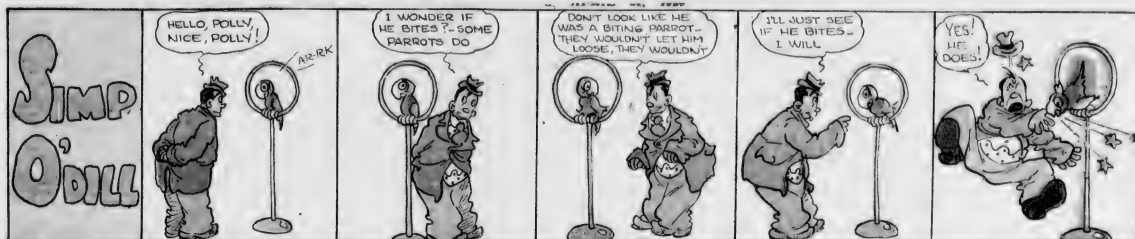












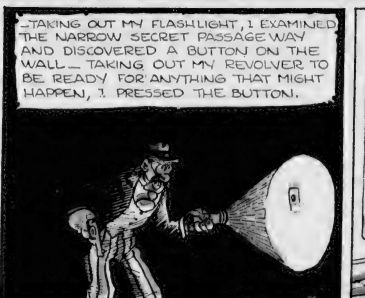
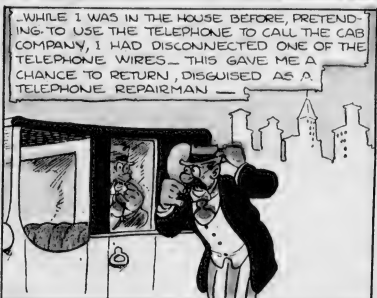
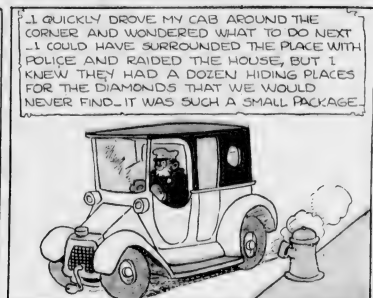
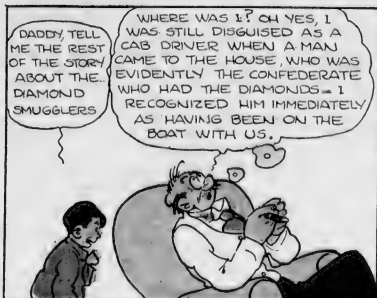
THE NEBB'S

--

Rudy Makes A Thrilling Arrest

--

By SOL HESS



To Be Continued

Co A Cause

4-21

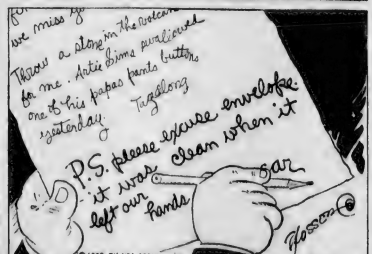
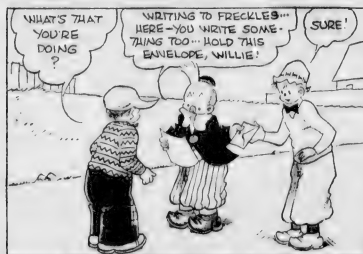
**Buck**  
THE  
LITTLE  
OLD  
MAN

BY  
REDNIA  
REG. U.S. PAT. OFF.



## FRECKLES AND HIS FRIENDS

By Blosser







\* ruins of the 14th century  
mill on Bell Hill, Ballerney, that  
collapsed.





# FOR THE YOUNG PEOPLE

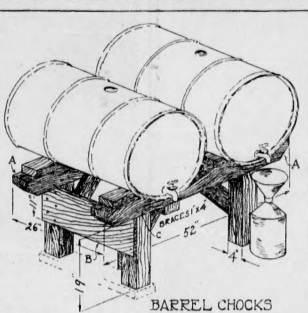


## THE HANDY BOY AT HOME BY CHARLES A. KING STATE NORMAL SCHOOL, PLYMOUTH, N.H.

### BARREL CHOCKS

**C**hildren project should interest any one who wishes to save 20% of his fuel oil bill, for that is about the amount saved in buying these commodities by the barrel.

In making the barrel chocks use rough lumber only. Get out four pieces for larri stretchers 2" x 2" x 18", four for the legs 2" x 2" x 18", and eight leg pieces 2" x 2" x 18". Join the legs together in pairs with 16d spikes. Cut two leggers 1" x 1" x 24" and fasten to the legs, the latter about 18" from the ends of the stretchers and drive nails slanting as at edge, after cutting at an angle of 45°, and nail them strongly to the inside of the legs and stretchers with 16d common nails.



BARREL CHOCKS

render, strength should be the prominent characteristic, though every home worker should realize that the proof of skill is to make even a rough job bear the marks of craftsmanship.

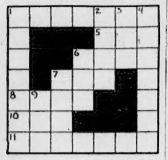
## THE PARACHUTE DROP

**C**ED MORGAN heard that they wanted a boy out at the airport, but when he got out there he learned that they really wanted an aviator. He decided to go in and see the Major about being a pilot. As he stood in front of the tail, square-headed man who was the commander of the airport, he felt more than ever that he had to be a man of the air.

"You're only a boy," said Major Stearns. "Yet you want to be an aviator?" "Yes, sir," answered Ted, wondering. "Then come outside with me and put on a helmet and a parachute. We're going up into the air for a trial jump." Ted did as he was told, and as soon as he was ready, the Major strapped him in the cockpit of a plane and started out for the clouds. They climbed steadily until the plane was about ten thousand feet above the airport. Then, without any warning, the aviator at the controls threw the plane into a full spin, which is the most dangerous of all tricks in stunt flying.

## Puzzle Corner

### JUNIOR CROSS-WORD PUZZLE



**HORIZONTAL:**  
1-A circus  
2-Mistake  
3-Perfect  
4-Shell  
5-Tall grass  
6-Girl's name  
7-Whispered (abbr.)

**VERTICAL:**  
1-Highest  
2-Vegetable  
3-Part of body  
4-Tax  
5-Tall grass  
6-Girl's name  
7-Whispered (abbr.)

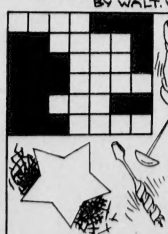
### DIAMOND

My first comes in bundles  
My second is a girl's name  
My third is a pat animal  
My fourth is final  
My fifth is to fly

### HYDRA-HEADED WORD

I am a juice, change my head  
times and find:  
1. A part of a man's wearing apparel.  
2. A trial.  
3. In case.  
4. Peace.  
5. Point of direction.  
6. Of the frat quality.  
7. A huge home.

## SMALL ANIMALS BY WALT WELLMAN



Print the names of the objects in a certain order in the horizontal spaces in the upper form, and you will have, reading downward in one of the upright columns, the name of a well known animal. Then print the same words in another order in the horizontal spaces of the lower form and you will have the name of another animal reading downward in one of its upright columns. What are the two animals?

## Two Happy Children

**T**WO happy children rise at dawn and haste to greet the sun. They can hardly wait to play, now the day's begun. Quickly they put on their clothes, hurry to the table. Eat their breakfast and are out as soon as they are able.

Oh, there is so much to do on a bright Spring day. All the world seems calling them to come out and play. Dances nodding in the fields lift their sunny faces. The brooklet running through the woods teats out shady places.

The robin flying overhead sings of other joys. Waiting in the treetops for two pleasure loving boys. It seems they've just begun their play before the day is through.

Two happy children wander home at evening shadows fall. Their mother asks what have they done, they cannot tell at all. But when the evening sun has sunk with splendor in the west Two happy children say "Good Night" and find sweet dreams in rest.

## Making Play of Work

**O**n Saturday morning when Claire was home from school she was helped mother with the housework. It was her task to air and make her own bed, and to put in order and dust the playroom. Claire was a sunny-haired little girl of ten who was proud to share the responsibility of her home with her mother, but home-tasks were not her favorite. One day she rebelled at the thought of doing her work while her little friends were outside playing. Mother looked her disapprovingly.

"I carried it on my back, sir," "Um! Well, let's see. Three out of every five boys whom I see are still holding on to the wires when I land the plane fifteen minutes later. They get sent home. The other two jump. One of them comes back to the airport, and I start him in cleaning the aerodrome and polishing the wings. The one who doesn't come back just disappears. I never hear of him again excepting to find out that he landed safely and ran home at once. But you are the first boy who has ever brought back his wings." "For a moment the Major was silent. Then, with the trace of a smile on his lips, he said: "I'm going to start you in on the real thing."

"Ted put out his hand and took a typewritten sheet of paper of him."

Now this bug is my garden, when he had admitted the visitor. "You may go up and wait for her if you like." So Claire went up the steps and waited for her mother to come so happily about.

"What are you doing?" asked Claire, looking at her mother's selected tasks. "I thought you said garden."

"I'm playing," explained Alice. "I always do when I work. It goes so much faster and it's lots of fun. Now this rug is my garden. I go around the border, first I go around the outer corners freshening up the roses and flags. See how bright they look? I'm almost through all the middle."

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## WHEN GRANDMA WAS YOUNG



**F**IRE is a picture of Grandma and Niece. Grandma's top was bright BLUE and so were his cap and his socks. His cap had a RED band at the top and his tie was RED too, so were the bottoms down the front of his blouse and his belt. His slippers were BROWN like Rover, his Glasgow Bay hound. Rover would fetch sticks for Grandma when Grandma tossed the YEL-LOW sticks in the BLUE water.

few minutes later SLICK and her sister were PINK (use RED not touch of GREEN with the BLUE) of the lake. Rover was a RED leather collar and always shook himself on the GREEN grass when he came back from the lake.

"Paint the sky light BLUE leaving the White cloud and paint the children's clothes PINK and their lips RED." The border of the picture can be colored PURPLE and the lettering GREEN.

(To be colored with paints or crayons. Whenever you come to a word spelled in CAPITAL letters use that color.)

**AN INDIAN TALE**  
MANY years ago there lived in India a worthy state official named the prince of the land. Healing that money could benefit the poor people of the land. Healing that money could benefit the poor people of the land. Healing that money could benefit the poor people of the land.

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# Liner Changes Hands : A Nest of Trouble : Radio Hour De Luxe



**NEW OWNERS RECEIVE LEVIATHAN:**  
United States liner Leviathan was recently turned over to the United States Lines Inc. P. W. Chapman (left), president of the new company, shaking hands with T. V. O'Connor of the shipping board.  
Copyright 1933 by the Pacific and Atlantic Photo Inc.



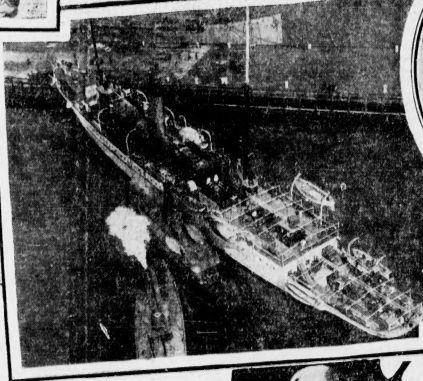
**COAST GUARD READY TO REPEL AIR ATTACKS:**  
Battery "C", anti-aircraft machine guns, 62nd coast artillery from Fort Totten, N.Y., during the aerial defence manoeuvres at Fort Story, Cape Henry, Virginia, during which gliders were used as targets.



**TELEVISION ACCESSORY FOR ORDINARY RADIO:**  
Home television set shown is simple and can be attached to ordinary radio receiving sets. The inventor is perfecting a method of transmitting movies.



**PHILADELPHIA MAYOR'S HOSTESS:**  
Mrs. Hope Craig Wynkoop, Philadelphia, 23, former radio station hostess, has been appointed official hostess for the mayor of Philadelphia and will soothe impatient visitors.



**FATE OF THE MAYFLOWER:**  
Former yacht to five presidents, the Mayflower, towed to Philadelphia Navy Yard to be dismantled when President Hoover decided to save \$300,000 annual upkeep.



**FEATHERED HEADDRESS:**  
Countess de Wengen, French beauty and society leader, wearing a novel and formal headdress of finely matched feathers, described as a smart skull cap.



**WOMEN RULE THIS CITY:**  
In recent elections at Grover, Colorado, executive offices contested were filled by women, marking it the only city in the United States governed entirely by women.  
—Copyright 1933 by the Pacific and Atlantic Photo Inc.



**HIGHLY PORTABLE BATH HOUSE INNOVATION GIVES EFFICIENT SERVICE:**  
Individual portable "Screenette" bathing houses are the latest innovation on the English beaches. Photo shows various stages of its use from entry in street clothes to exit ready for a swim.



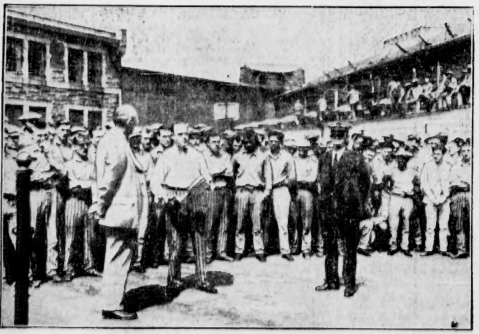
**FOR THE LINKSWOMAN:**  
Three-piece golf suit of four tones of blue wool and gray mixture is a smart ensemble for the links.  
—Copyright 1933 by the Pacific and Atlantic Photo Inc.



**FURTHER STORM DAMAGE:**  
Remains of a farm near Minneapolis, occupants of which miraculously escaped death when a terrific storm swept the district doing \$1,500,000 damage.  
—Copyright 1933 by the Pacific and Atlantic Photo Inc.



**TO THE JUNGLES AT 72:**  
Dr. Bailey Willis, 72, zoologist of Carnegie Institute, is en route to East Africa to study the "habits or earthquakes" on that continent.



**CONVICT HEROES RECEIVE SILVER CUP FOR BRAVE RESCUE OF HORSES:**  
Convict O. 1663 receiving a cup given by the S.P.C.A. to thirty inmates of Eastern penitentiary who risked their lives to save 15 horses in a penitentiary fire.  
—Copyright 1933 by the Pacific and Atlantic Photo Inc.



**LAST PEARY SURVIVOR:**  
Matthew A. Henson, Commander Robert Peary's loyal negro companion and assistant in the dash for the North Pole in 1909, is the only surviving member of the expedition.



**A PUNCTUAL WOMAN IN A STRANGE PROFESSION:**  
Miss R. Bellou, 75, for 37 years has travelled 70 miles a day giving her clients, big offices and organizations, official time, checked by her famous watch chronometer at Greenwich.

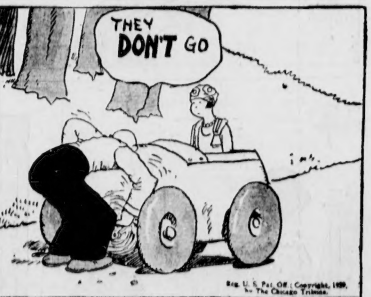
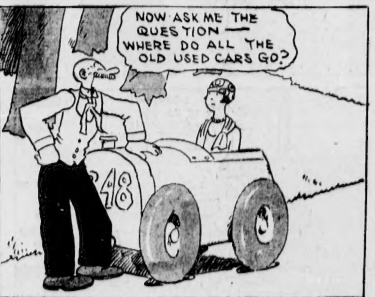


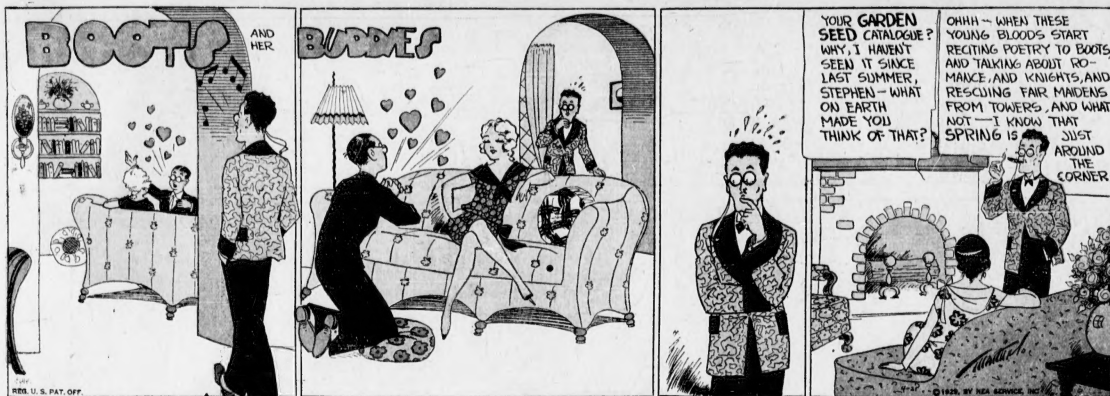
**SEVEN TIMES CHAMPION:**  
Horton Smith, sensational 20-year-old golfer from Joplin, Mo., has won seven major victories in tournaments, with his set of clubs.



**VISITS EXILED FAMILY:**  
Grand Duke Cyril of Russia at the Villa Argonides, France, where Queen Marie of Roumania is visiting her exiled family.







## OUR BOARDING HOUSE

By Ahern

